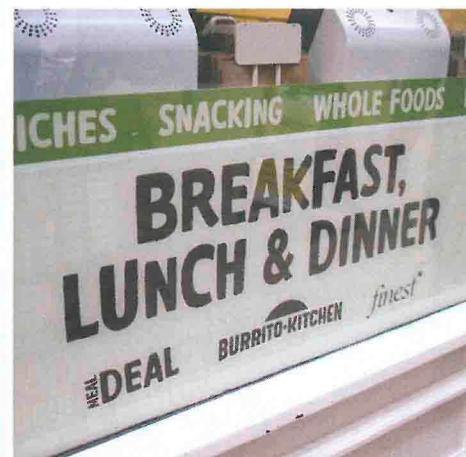


FOOD TO GO

Watch a video tour of Tesco's smallest store and see more pictures at Retail-week.com/tescovilliers



Tesco's bite-sized store

Tesco's new store on Villiers Street in central London is the second in the grocery giant's 'food to go' format, the first having opened on Philpot Lane in the City last September.

The 550 sq ft shop, Tesco's smallest standalone branch, is aimed at the commuters and tourists who frequent this bustling thoroughfare between the Strand and Embankment Tube station.

The store stocks snacks, sandwiches and sushi, as well as "tourist essentials" such as tissues, hand sanitiser and cold drinks.

Every aspect of the shop is designed with convenience in mind, from the three slimline

checkouts equipped with contactless payment facilities to speed up the purchasing process to the range of ready meals for those too exhausted to cook after a day spent pounding the capital's pavements.

And if the main food offer does not whet the appetite, the gastronome may wish to sample the "traditional Mexican street food" available from the Burrito Kitchen food counter.

In addition to freshly prepared burritos, tacos and salads, the counter offers hot breakfasts, tea and coffee throughout the day.

The shop, which was designed in-house, opened last week and on the day of visiting seemed to be proving popular with the morning crowds looking for a quick bite to eat.

